

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

Media Placement Technologies/ POL
500 N Washington St Suite 303
Alexandria, VA 22314

<u>Contract / Revision</u> 703028 /		<u>Alt Order #</u> 06256385
<u>Product</u> NOW OR NEVER PAC		
<u>Contract Dates</u> 07/28/12 - 08/02/12		<u>Estimate #</u>
<u>Advertiser</u> Now or Never Pac		<u>Original Date / Revision</u> 07/27/12 / 07/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Kristin Waskie	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> I678	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	KSDK	07/30/12	08/02/12	Olympics Weekday DT	Olympics Weekday		:30				NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	MTWT---				4	\$1,200.00	0.00			
N 2	KSDK	07/28/12	07/29/12	Olympics Weekend DT	Olympics Weekend		:30				NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----SS				2	\$3,000.00	0.00			
N 3	KSDK	07/30/12	08/02/12	5-6a	5-6A		:30				NM	4	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	MTWT---				4	\$560.00	0.00			
N 4	KSDK	07/30/12	08/02/12	6-7a	6-7A		:30				NM	6	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	MTWT---				6	\$900.00	0.00			
N 5	KSDK	07/30/12	08/02/12	News Channel 5 at 6P	6-630P		:30				NM	8	\$15,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	MTWT---				8	\$1,925.00	0.00			
N 6	KSDK	07/30/12	08/01/12	630-7P Wheel of Fortune	630-7P		:30				NM	2	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	M-W----				2	\$3,400.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KSDK	07/30/12-08/05/12	630-7P Wheel of Fortune	630-7P	M-W-----	:30		\$3,400.00	0.00	NM		
		See MG 6.3,6.4											
	2	KSDK	07/30/12-08/05/12	630-7P Wheel of Fortune	630-7P	M-W-----	:30		\$3,400.00	0.00	NM		
		See MG 6.3,6.4											
	3	KSDK	08/01/12-08/02/12	Olympics Zone	Olympics Zone	---WTh----	:30		\$3,400.00	0.00	NM		
		Ⓜ MG for 6.1,6.2											
	4	KSDK	08/01/12-08/02/12	Olympics Zone	Olympics Zone	---WTh----	:30		\$3,400.00	0.00	NM		
		Ⓜ MG for 6.1,6.2											
N 7	KSDK	07/30/12	07/31/12	Olympics Late News	Various		:30				NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/30/12	08/05/12	MT-----				2	\$3,500.00	0.00			
N 8	KSDK	07/31/12	08/02/12	Olympics Primetime	Olympics Primetime		:30				NM	2	\$15,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/28/12 - 08/02/12	NOW OR NEVER PAC	

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Now or Never Pac	07/27/12 / 07/31/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-T-T---				2	\$7,500.00	0.00			
N 9	KSDK	07/28/12	08/02/12	Olympics Primetime	Olympics Primetime		:30				NM	1	\$7,460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/28/12	08/03/12	MTWT-SS				1	\$7,460.00	0.00			
Totals										0.00		31	\$70,100.00

Time Period	# of Spots	Gross Amount	Net Amount
06/25/12 - 07/29/12	2	\$6,000.00	\$5,100.00
07/30/12 - 08/02/12	29	\$64,100.00	\$54,485.00
Totals	31	\$70,100.00	\$59,585.00

Signature: _____ **Date:** _____

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